

Corporate Social Responsibility as an International Strategy

Written by Administrator
Tuesday, 15 July 2008 21:23 -

Keinert, Christina (2008) *Corporate Social Responsibility as an International Strategy (Contributions to Economics)*, Physica-Verlag.

Product Description: CSR, a concept aimed at determining the amount of responsibilities to be shouldered by private business toward stakeholder groups and society at large, deserves to be dealt with in considerable detail and not simply as another "PR fuff" or marketing gag. As a model, CSR epitomises the old saying "business is business"; offering broader stakeholder management which can be seen as a competitive advantage.

Increased financial performance and employee commitment are among the benefits the CSR model can offer corporations. This discussion presents practitioners and scholars with a unique examination of how firms can maximise productivity through the implementation of CSR programs.

This publication discusses how CSR addresses business concerns of feasibility, barriers and drivers of internal and external practice; and whether a CSR program is likely to constitute a success or failure.